

# Consumer Code Manager

Designed for easy implementation with payer and EMR systems

Optum<sup>®</sup> Consumer Code Manager (CCM) is a consumer-friendly language solution that deciphers and replaces complex medical terms and cryptic technical jargon with simplified descriptions of medical services, treatments, procedures and diagnoses (for example, heart attack replaces myocardial infarction).

The descriptions are intended to reduce consumer confusion and allow consumers and those who interact with them to easily understand health care information and communicate more effectively. Additionally, CCM identifies medical codes related to health topics deemed “sensitive” by state consumer privacy laws, allowing companies to prevent disclosure of sensitive health information.



## CCM is designed to:

- Improve consumer understanding of medical code-based information embedded in their personal health care communications
- Support compliance with state privacy regulations regarding the distribution of highly sensitive health information

## Consumer-friendly code descriptions

Patients often find it difficult to understand the medical codes that link costs, services and diagnoses on explanations of benefits (EOBs), personal health records (PHRs) and other health communication vehicles. Health plans bear the cost burden of this problem in the form of staffing call centers to explain medical terms found on EOBs, members' poor adherence with treatment plans and other avoidable costs.

CCM helps to bridge these gaps in understanding. CCM's physician-reviewed, consumer-friendly descriptions are tested with consumers for clarity and ease of understanding. Descriptions are also offered in Spanish to meet the needs of growing Hispanic populations.

EOB language without CCM	EOB language with CCM	
	English	Spanish
Acute pansinusitis, unspecified	Sinus infection	Infección de los senos paranasales
Cellulocutaneous plague	Bacterial infection (plague) of the skin	Infección bacteriana (peste) de la piel
Electrocochleography	Uses electrodes to test inner ear function	Prueba del oído interno con electrodos
Hordeolum externum left upper eyelid	Plugged eyelash gland in upper eyelid	Glándula obstruida de la pestaña en el párpado superior
Neuralgic amyotrophy	Pain or weakness in shoulder due to nerve problem	Dolor o debilidad en el hombro debido a problema de nervios
Sinusoidal vertical axis rotational testing	Test eye movement and focus	Prueba de movimiento y enfoque del ojo

## Statute-protected health information

Various states have passed laws to protect the disclosure of patient information related to sensitive health topics. CCM flags medical codes related to health topics covered by these information privacy laws. Companies use CMM-sensitive flags to identify and mask statute-protected sensitive medical information when publishing and distributing medical code information on claims and health communications. This allows companies to comply with state health care privacy regulations and prevents consumers' private health information from falling into the wrong hands.

CCM flags medical codes associated with the following statute-protected sensitive health topics:

CCM sensitive categories
Alcohol and drug abuse
Child and adult abuse
Genetic testing
Mental health
Pregnancy and childbirth
Reproductive health
HIV and AIDs
Sexually transmitted diseases
Other communicable diseases
Other*

\* "Other" covers conditions associated with incontinence, seizure disorders, sex change and obesity, which are not addressed by state laws but are considered highly sensitive and offer potential for discrimination, such as by employers.

## The case for health literacy

Health care literacy is both a business need and an industry trend:

- Low health literacy costs the U.S. health care system between \$106 and \$236 billion per year.<sup>1</sup>
- Employers expect consumer-friendly tools to help employees better manage their health and use health resources appropriately.
- The Centers for Medicare and Medicaid Services have encouraged Medicare Advantage Organizations to use consumer descriptors in EOBs.<sup>2</sup>
- The movement to improve consumer health literacy is supported by major health organizations like NIH, AHIP, AMA and HHS.

1. University of Connecticut and Pfizer study, <http://www.pfizerhealthliteracy.com/physicians-providers/LowHealthLiteracy.aspx>

2. CMS Health Plan Management System memo dated January 31, 2014: "Updates Regarding Final Part C EOB Model Templates and Implementation of the Part C EOB"

### CCM supports a variety of uses ...

- Add clarity to EOBs, PHRs, denial letters and other member communications.
- Use consumer-friendly descriptions to guide conversations between members and call center personnel, nurse call centers and case managers.
- Add value to consumer health portals, provider search engines and treatment cost estimators by providing easy-to-understand terms for conditions, procedures, etc.
- Communicate with Spanish-speaking populations in their language, using Spanish-translated consumer descriptions.
- Comply with Medicare Advantage Organization EOB guidelines for using common language descriptors for medical codes.
- Use CCM’s official industry-to-consumer description translations for training new coding personnel.
- Incorporate CCM into products that measure cost and efficiency of health treatment.
- Avoid state penalties and prevent highly sensitive health information from falling into the wrong hands by applying CCM’s sensitive flags to identify and mask code descriptions on claims and health communications.

### ... and offers a variety of licensing options

CCM supports the following code sets and options:

Code sets	Consumer-friendly descriptions		Sensitive flags
	English	Spanish	
CPT®	✓	✓	✓
HCPCS	✓	✓	✓
Revenue	✓	✓	✓
Episode Treatment Groups	✓	✓	✓
Procedure Episode Groups	✓	✓	✓
ICD10 CM	✓	✓	✓
ICD10 PCS	✓	✓	✓
NDC	N/A	N/A	✓
LOINC	N/A	N/A	✓

- Any combination of code sets can be licensed.
- For each code set, consumer descriptions and sensitive flags are licensed as independent options, where both are available.
- A final option is to license descriptions in English only, Spanish only or both.

In addition to the option selections above, license fees are based on number of covered lives who have access to the content.

CPT is a registered trademark of the American Medical Association

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### The risk of code-based exposure

#### Occurrence of protected health information (PHI) breaches is common:

- One-third of all data breaches occur in the health care industry\*
- Insider negligence and malfeasance is responsible for half of all breaches in health care\*

#### Consequences of breaches:

- Tarnished company image and relationships with members
- Penalties and fines (>\$200K is not uncommon)
- Costs associated with damage control and resolving process failures

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\* SECNAP Network Security <http://www.secnap.com/pdf/support/whitepapers/healthcare-security-status-2011.pdf>

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### Implement quickly into existing tools

Enhance products and services with minimal start-up effort — implementing CCM into your EOB and PHR systems can be fast. Some organizations have completed implementation in less than a week. Once the initial connections are established, Optum handles a regular schedule of updates.

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## All clients receive quarterly full replacement files of each licensed code set

CCM is a multi-use, easy-to-use, cost-saving solution that helps plans comply with consumer health care transparency guidelines and trends. Its easy-to-read descriptions of medical diagnoses, surgical procedures, equipment and hospital charges enhance explanations of benefits, personal health records and other health communications. CCM helps consumers understand the services they received and associated cost of those services. Its sensitive-flagged codes help prevent inappropriate distribution of information protected by state consumer privacy laws, allowing companies to remain compliant and safeguard consumers' privacy.

### CCM improves the consumer experience by:

- Transforming health care jargon into consumer-friendly language, thus empowering people to make informed health care choices

### CCM supports health plans by:

- Providing a common language to communicate effectively with members about their health conditions and choices for care, including translated consumer descriptions for Spanish-speaking populations
- Reducing the burden on help desk personnel and case managers who must respond to consumer inquiries about EOBs and guide members to follow health treatment plans
- Complying with state privacy regulations for protecting highly sensitive health information
- Preparing health plans for further health reform legislation that may impose stricter rules on health information privacy

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**Strengthen compliance while simplifying communication with members. For more information:**



**Call:** 1-800-464-3649, option 1



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